

Outdoor Industry Weekly Brief

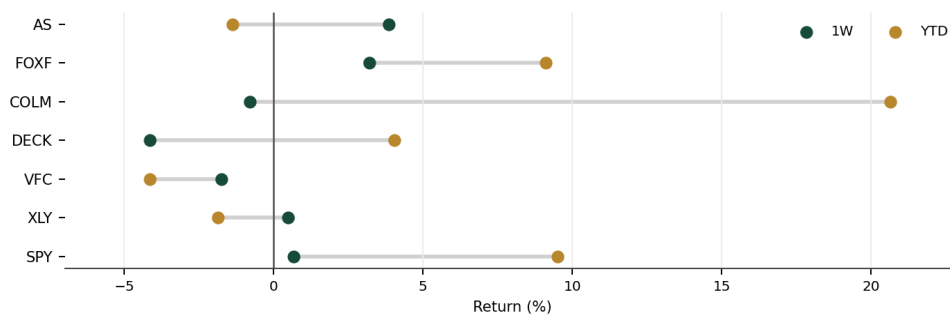
June 22, 2026 | Week 25 (June 15 - June 21, 2026)

Weekly digest of key signals for outdoor-industry professionals (product -> trade/policy -> companies/exec -> earnings/macro).

Key signals (2-3 min read)

Signal	Brief	Source
Trade shows	Switchback Spring opened with 300+ retailers and 235 brands; exhibitor feedback keeps independent-retailer density as the core watch item.	Switchback; SGB
Product	Bosch moved into hub motors for urban e-bikes; Cimalp entered hiking footwear with a leather low-cut model.	Bosch; Cimalp
Retail	Bass Pro confirmed a 200,000 sq ft Sayreville destination; DICK'S tested a rotating East Hampton pop-up for private brands.	Bass Pro; DICK'S
Sustainability	Salomon, NNormal and Textile Exchange pushed sustainability reporting toward product-level evidence, durability and material LCA data.	Salomon; NNormal; Textile Exchange

Market - snapshot (weekly + YTD; close June 19, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	36.83	+3.86%	-1.39%
FOXF (Fox Factory)	18.67	+3.21%	+9.12%
COLM (Columbia)	66.46	-0.79%	+20.64%
DECK (Deckers)	109.11	-4.15%	+4.03%
VFC (VF Corp)	17.33	-1.76%	-4.14%
XLY (Cons. Disc.)	117.16	+0.48%	-1.88%
SPY (S&P; 500)	746.74	+0.67%	+9.50%

Note: 1W = June 12 -> June 19; YTD = Dec 31 -> June 19 (chained). Market data: finance-feed previous close / price aggregation. Returns: Artiga calculations.

Section summary

Week 25 (June 15 - June 21, 2026) - Curation: Artiga Partners

Product & Innovation

Bosch - hub-drive architecture enters the smart-system stack. The Hub Line expands Bosch eBike Systems beyond mid-drive motors into a lighter, more discreet urban e-bike configuration, paired with slimmer battery options and the connected Smart System layer.

Source: Bosch eBike Systems Hub Line product materials, June 2026.

NNormal - durability moves from brand promise to measured system. The first Commitment Report publishes product footprint data and frames repairability, resaleability and lifecycle extension as core design and business metrics rather than after-sales claims.

Source: NNormal Commitment Report, June 2026.

Trade & Ecosystem

Switchback Spring - national-show demand remains real, but selective. The New Orleans edition opened with more than 300 retailers and 235 brands. Exhibitor feedback suggests the format is valued, while independent-retailer density remains the key test.

Source: Switchback Spring opening release, June 16, 2026; SGB Executive, June 22, 2026.

Textile Exchange - polyester impact data gets more granular. The new polyester LCA compares virgin, thermomechanically recycled and chemically recycled PET systems, adding better production data for brands assessing material claims and sourcing trade-offs.

Source: Textile Exchange Life Cycle Assessment for Polyester, June 2026.

Companies & Executives

Columbia / SOREL - lifestyle footwear gets a product-led operator. Joe Vernachio returns to Columbia Sportswear as President of SOREL, bringing prior Mountain Hardwear, Allbirds and technical-brand experience to a footwear label positioned between function and lifestyle.

Source: Columbia Sportswear press release, June 17, 2026.

Bass Pro / DICK'S - physical retail keeps bifurcating. Bass Pro is building a large destination format in New Jersey, while DICK'S is using a smaller seasonal pop-up to test curated private-brand storytelling in a high-income leisure market.

Source: Bass Pro Shops announcement, June 19, 2026; DICK'S Sporting Goods investor blog, May 2026.

Earnings, Economy & Markets

Giant Group. The bicycle group approved a NT\$1.8 dividend while reporting a 15% revenue decline for the first five months of 2026, underscoring that the bike recovery remains uneven after the post-pandemic inventory reset.

Source: Giant Group shareholder-meeting / SGB Executive coverage, June 2026.

Retail expansion. Bass Pro Shops said its Sayreville, New Jersey Outdoor World will span 200,000 sq ft and open this fall; DICK'S continues experimenting with private-brand retail through a rotating East Hampton pop-up.

Source: Bass Pro Shops announcement, June 19, 2026; DICK'S Sporting Goods investor blog, May 2026.

Responsible business. Salomon published its 2025 Impact Report, NNormal released its first Commitment Report, and Textile Exchange updated polyester LCA data - a pattern of sustainability moving toward measurable product and supply-chain evidence.

Source: Salomon Impact Report 2025; NNormal Commitment Report; Textile Exchange polyester LCA, June 2026.

Markets. In the Artiga watchlist (close June 19), SPY was +0.67% 1W (+9.50% YTD). The week showed dispersion: AS and FOXF rose more than 3% 1W, while DECK fell -4.15% after a strong prior run.

Source: market price aggregation; Artiga calculations.

Next dates to watch

Date	Item
Jun 25, 2026	American Outdoor Brands - Q4 and FY2026 results.
Jul 1, 2026	Salomon - New York Flatiron store scheduled opening.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.
Fall 2026	Bass Pro Shops - Sayreville, NJ destination-store opening window.

Sources consulted (selection)

Switchback Spring | SGB Executive | Bosch eBike Systems | Cimalp | NNormal | Textile Exchange | Salomon | Columbia Sportswear | OrthoLite | Bass Pro Shops | DICK'S Sporting Goods | Giant Group | market price aggregation